Bogdan Baranovskiy

Group Product Manager | B2B SaaS · AI-native platforms · Games analytics

Limassol, Cyprus · baranovskijba@gmail.com · +357 97456690 · linkedin.com/in/bogdan-baranovskiy

SUMMARY

Product leader with five years across games and B2B SaaS, from AAA user research at Wargaming to leading a multi-product AI platform. I lead PMs through discovery, roadmap and hard trade-offs, align executives, and bring AI-native ways of working to product and engineering. Took a managed-service business to self-serve SaaS: 60 customers and $40k MRR within 3 months of launch.

KEY RESULTS

- **Service to self-serve SaaS:** scaled the business from 72 managed studies a year to a self-serve platform used by 60 customers within 3 months of launch, reaching $40k MRR.
- **Enterprise logos:** ran pre-sales and product demos personally, helping close Zynga, CD Projekt Red and Google.
- **Built a three-product platform:** led 3 PMs from concept to production across the studio platform, panellist app and AI pipeline.
- **Client outcomes:** Peaksel +14.5% LTV and +9.6% Level 3 completion; AppGeneration +8% ad revenue and +3% retention.
- **Time to insight from one week to one day:** replaced manual reports with dashboards built automatically after data collection.
- **Usage-based pricing:** replaced custom quotes with Session Minutes, giving clients predictable spend and the business capacity planning.

EXPERIENCE

Emhance (formerly Sensemitter) — **June 2024 – present**

B2B SaaS for game studios: playtests that combine gameplay data with behavioural and facial-emotion signals, from PC to mobile, prototype to live ops. Clients include Ubisoft, Supercell, Wargaming, Zynga, Plarium, Nordeus and Innogames.

Group Product Manager — **March 2025 – present**

Lead 3 PMs across a two-sided platform. Report to the CPO.

- Launched the self-serve platform: from 72 managed studies a year to 60 customers and $40k MRR within 3 months.
- Ran pre-sales and demos for enterprise deals, helping close Zynga, CD Projekt Red and Google.
- Set vision, strategy and roadmap across three products: emhance.ai (studios launch and analyse studies), the panellist app (players find studies, play, record their face and cash out) and the AI analysis pipeline that turns sessions into insights.
- Lead and coach 3 PMs, one per product, with clear ownership of each product and of the interfaces between them.
- Make trade-offs across both sides of the marketplace: studio requests, panel supply and quality, pipeline accuracy and cost, and technical investment.
- Align the CEO, CRO, VP of Research and Head of Marketing on priorities, launches and GTM.
- Reworked pricing into usage-based Session Minutes and set ICP and GTM focus with sales and leadership.
- Brought AI-native ways of working into product and engineering: AI-assisted specs, prototyping and analysis.

Product Manager, Research Platform — **September 2024 – February 2025**

- Owned roadmap and backlog, prioritising by client value, effort and deadlines with engineering, analytics, marketing and sales.
- Wrote PRDs and specs, including a proprietary behaviour metric that measures player fun, and the calculation spec for every metric in the client report.
- Ran discovery with client studios and turned their needs into features such as custom genre benchmarks.
- Took an internal tool from prototype to production with the dev team (FastAPI, Next.js, Docker).

- Built an automated local game-annotation tool that labels each second of gameplay video with 87% accuracy.
- Joined sales calls as the product expert and scoped client requests into projects.

UX Researcher **June 2024 – August 2024**

- Ran playtests and qualitative studies for publishers: prototypes, live games, ads and store pages.
- Found a 45-second confusion window after Peaksel's tutorial; the fix drove the +14.5% LTV result.
- Validated engagement and attention metrics against hand-labelled ground truth.

Wargaming / Lesta Games · UX Researcher **June 2021 – June 2024**

- Ran qualitative and quantitative studies on AAA PC and mobile titles: 4 titles, 10+ feature streams.
- Designed an issue prioritisation matrix, adopted company-wide, that shows product teams the most critical player issues and cuts days off each project.
- Worked directly with product managers, producers and team leads, so research shaped roadmaps early.

SKILLS

Product leadership: vision and strategy, roadmapping, prioritisation and trade-offs, discovery and customer validation, PRDs, KPIs and OKRs, A/B tests, pricing, GTM and ICP, two-sided marketplaces

People: leading and coaching PMs, cross-functional and executive alignment, team operations

AI and technical: Claude, Gemini, AI coding, vision models, FastAPI, Next.js, Docker, Vercel, Python, SQL

Tools: Jira, Linear, Notion, Confluence, Figma, PostHog, Tableau, Dovetail

EDUCATION AND PUBLICATION

BA, Cognitive Psychology · Belarusian State University · 2021 | Book: “Aggression in MOBA Games” (2021)

SPEAKING

GDC Summer Fest 2025 · WN Conference Cyprus · GUR Helsinki round table · Webinars on UX, research and AI in games, including one with AppMagic on FTUE and monetisation

LANGUAGES

Russian, Belarusian (native) · English (fluent, C1) · Polish (basic)